

| Ref # | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|-------|------|--|---|------------------|---------|------------------|
| L1 | 851 | 725/20.ccls. 725-30-36.ccls. 725/46.ccls. 725/109.ccls. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:43 |
| L2 | 7875 | 709/217-220.ccls. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:43 |
| L3 | 684 | 715/716.ccls. 715/760.ccls. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:43 |
| L4 | 464 | 370/432.ccls. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:44 |
| L5 | 1285 | (ad\$1 or commercial\$1 or advertis\$5) same (provid\$3 or insert\$3) same (user\$1 or viewer\$1 or subscriber\$1) same profile\$1 | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:50 |
| L6 | 314 | (monitor\$3 or track\$3) same (number near3 (hit\$1 or select\$3)) same (content\$1 or ad\$1 or commercial\$1 or advertis\$5) same (time or period) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:47 |
| L7 | 583 | (monitor\$3 or track\$3) same (number near3 (hit\$1 or select\$3 or request\$3 or view\$3)) same (content\$1 or ad\$1 or commercial\$1 or advertis\$5) same (time or period) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:48 |
| L8 | 24 | 5 and 7 | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:48 |
| L9 | 9757 | 1 2 3 4 | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:48 |
| L10 | 19 | 9 and 6 | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:48 |

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|-----|-----|--|---|----|----|------------------|
| L11 | 46 | 9 and 7 | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:49 |
| L12 | 8 | 9 and 8 | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:49 |
| L13 | 776 | (ad\$1 or commercial\$1 or advertis\$5) same (monitor\$3 or track\$3) same (user\$1 or viewer\$1 or subscriber\$1 or audience) same profile\$1 | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:56 |
| L14 | 104 | 9 and 13 | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:50 |
| L15 | 79 | 9 and 13 and ((internet or web) with (ad\$1 or commercial\$1 or advertis\$5)) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:52 |
| L16 | 415 | 13 and ((internet or web) with (ad\$1 or commercial\$1 or advertis\$5)) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:51 |
| L17 | 19 | 13 and viewership | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:55 |
| L18 | 79 | (ad\$1 or commercial\$1 or advertis\$5) same (monitor\$3 or track\$3) same (user\$1 or viewer\$1 or subscriber\$1 or audience) and profile\$1 and viewership | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2005/03/09 14:56 |